

# VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION

## REQUEST FOR PROPOSAL

### Executive Media Training (Virtual)

- |                                 |                      |
|---------------------------------|----------------------|
| 1. Date of Issue:               | 10.16.20             |
| 2. Deadline to Submit Proposals | 10.30.20 @ 4:00 p.m. |
| 3. Award to Successful Firm     | 11.4.20              |
| 4. Project Completion           | 12.31.20             |

Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically by 4:00 PM, Alaska Time, 10.30.20, to:

Mat-Su Health Foundation  
Attn: Robin Minard, Chief Communications Officer  
[rminard@healthymatsu.org](mailto:rminard@healthymatsu.org)  
(907) 352-2892

#### I. About Mat-Su Health Foundation

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center. In this capacity, MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital to protect the community's interest in this important healthcare institution. The MSHF mission is to improve the health and wellness of Alaskans living in the Mat-Su and the tools it uses include grantmaking, convening of local partners, and policy change. The foundation's work has resulted in significant improvements in systems that support the health of Mat-Su residents in areas such as behavioral health, child welfare, crisis response, community connections, workforce development, transportation, housing, and senior services. More information is available at [healthymatsu.org](http://healthymatsu.org).

**Vision:** A community where all persons have the opportunity for a healthy life  
**Mission:** To Improve the Health and Wellness of Alaskans Living in the Mat-Su  
**Values:** Prevention, Access, Wellness, Fairness, Leadership, Collaboration

#### Definitions

- Health – Complete physical, mental and social well-being and not merely the absence of disease and infirmity
- Wellness – A healthy balance of the mind, body and spirit that results in an overall feeling of well-being
- Wellbeing – A good or satisfying condition of existence; a state characterized by health, happiness and prosperity (Quality of Life)

## **II. Scope of Work**

The Mat-Su Health Foundation (MSHF) is requesting proposals from qualified firms to provide media training to 10-12 people to improve the abilities of Mat-Su Health Foundation senior staff and program officers to communicate effectively with external audiences through a variety of mediums across a wide range of scenarios and situations, including press conferences and live and recorded interviews. The media training must be presented virtually and should be fully interactive and focused towards giving effective media interviews (audio and visual), effective delivery of key messages, building bridges with the media and understanding what journalists are looking for.

## **III. Deliverables and Specifications**

It is anticipated that the training may consist of one 90-120-minute introductory session, individual coaching sessions with up to 12 participants, and a final 60-minute wrap-up session. However, consultants may submit a proposal with a different schedule/training plan at their discretion. The successful bidder will have demonstrated previous experience delivering executive media training in a virtual format.

At a minimum, trainers will:

- Teach best practices for media interviews; including “do’s and don’ts.”
- Teach practical preparation skills and exercises.
- Teach tone and presentation best practices.
- Simulate realistic interviews.
- Provide individual feedback and coaching to up to 12 participants.

At the end of the training, the participants should be able to:

- Understand how to evaluate opportunities and avoid mistakes.
- Articulate key messages and reinforce them with credible, memorable examples.
- Direct interviews proactively.
- Pivot from unhelpful topics to core messages.
- Deal with confrontational journalists.
- Be aware of one’s voice, body language, clothing, and presentation style to suit the circumstances of the media/external encounter.
- Feel improved confidence with public speaking.

## **IV. Budget**

A budget has not been established for this project. Interested contractors are requested to submit a cost proposal based on their knowledge of the time and resources needed to complete the project as described.

## **V. Work Schedule**

The contract term and work schedule set out herein represent Mat-Su Health Foundation’s best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will likely be shifted by the same number of days.

The approximate contract schedule is as follows:

- |                             |                 |
|-----------------------------|-----------------|
| 1) Issue RFP                | 10.16.20        |
| 2) Due date of proposals    | 10.30.20, 4 PM  |
| 3) Contract awarded by MSHF | 11.4.20         |
| 4) Planning Meeting(s)      | Week of 11.9.20 |
| 5) Completion of Training   | NLT 12.31.20    |

## **VI. Proposal Format & Content**

MSHF seeks simplified, cost-effective proposals. However, in order for MSHF to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

### Introduction and Methodology

Proposals must include the complete name and address of offeror's firm and the name, mailing address, and telephone number of the person MSHF should contact regarding the proposal. Proposals must confirm that the offeror will comply with all provisions in this RFP. Proposals must be signed by a company officer empowered to bind the company. Proposals must include a detailed description of the proposed training format and content, including topics to be covered and teaching methodology. An offeror's failure to include these items in the proposals may cause the proposal to be determined non-responsive and the proposal may be rejected.

### Experience and Qualifications

Offeror must provide the following:

- A narrative description of offeror's organization.
- Contractor information, including:
  - Names and titles of key personnel and details regarding their video production and editing experience.
  - Résumés of key personnel.
- Reference names and phone numbers for similar projects the contractor has completed.

### Cost Proposal/Budget

Cost proposal must include an itemized list of all direct and indirect costs associated with the performance of the contract, including, but not limited to, total number of hours at various hourly rates, direct expenses and supplies. Costs should be broken out by estimated number of work hours needed, hourly rates, and direct expenses and supplies.

## **VII. Evaluation Criteria**

This evaluation will not be based on discrimination due to the race, religion, color, national origin, gender, age, marital status, pregnancy, parenthood, disability, or political affiliation of the offeror.

All proposals will be reviewed to determine if they are responsive. Proposals will be evaluated primarily upon professional qualifications and experience with filming and editing film for promotional and educational purposes. Specific evaluation criteria include the following:

- Suitability of the proposal: The proposed solution meets the needs and criteria set forth in the RFP.
- Competency and Experience: The contractor has successfully completed similar virtual trainings and has the qualifications necessary to undertake this project.
- Value/Pricing Structure: The price is commensurate with the value offered by the contractor.

## **VIII. Additional Instructions**

### Location of Work

The work is to be performed, completed and managed at the contractor's site and at locations where the stakeholders convene. MSHF will not provide workspace for the contractor. The contractor must provide its own workspace.

### Right of Rejection

Offerors must comply with all of the terms of the RFP, and all applicable local, state, and federal laws, codes, and regulations. MSHF may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of MSHF. If an offeror does, MSHF may find the proposal to be a non-responsive counteroffer and reject the proposal. Minor informalities that do not affect responsiveness and/or change the meaning/scope of the RFP may be waived by MSHF.

MSHF reserves the right to refrain from making an award if it determines that to be in its best interest.

### MSHF Not Responsible for Preparation Costs

MSHF will not pay any cost associated with preparation, submittal or presentation of any proposal.

### Disclosure of Proposal Contents

All proposals and other material submitted become the property of MSHF and may be returned only at MSHF's option. All proposal information will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing and that MSHF agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified, and the offeror must include a brief statement that sets out the reasons for confidentiality.

### Offeror's Certification

By signature on the proposal, offerors certify that they comply with:

- (a) the laws of the State of Alaska:
- (b) the applicable portion of the Federal Civil Rights Act of 1964:
- (c) the Equal Opportunity Act and the regulations issued thereunder by the federal government:
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government:
- (e) all terms and conditions set out in this RFP and:

- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury: and
- (g) that the offers will remain open and valid for at least 30 days.

By signature on the proposal, offerors also certify that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with (a) through (g) of this paragraph, MSHF reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

#### Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict. MSHF reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. MSHF's determination regarding any questions of conflict of interest shall be final.

#### Discussions with Offerors

MSHF may conduct discussions with offerors in order to determine if a proposal is reasonably susceptible for award. Such discussions between the offeror and MSHF staff are permitted to clarify uncertainties or eliminate confusion concerning the contents of a proposal and which do not result in a material or substantive change to the proposal.

MSHF may also conduct discussions with offerors for the purpose of ensuring full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by MSHF. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by MSHF. If modifications are made as a result of these discussions, they will be put in writing. Following discussions, MSHF may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation should contact MSHF prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal should be reduced to writing by the offeror.

#### Proposed Payment Procedures

MSHF will make payments based on a negotiated payment schedule.